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1. (Amended) A crate for holding a beverage container having a lower portion and a central label area, the crate comprising:

a unitary bottom panel having an upper surface;

a first pair of opposed side walls and a second pair of opposed side walls attached to the periphery of the bottom panel to form a unitary construction therewith and defining a compartment area therein; and

a plurality of divider members attached to the upper surface of the bottom panel to form a unitary construction therewith and extending longitudinally and transversely in the compartment area to define at least one container receiving area for receiving the beverage container therein, the divider members including a plurality of standoff portions extending inwardly into each container receiving area for engaging the lower portion of the container and for providing stability to the corresponding beverage container and for maintaining the corresponding beverage container in a spaced relationship from the divider members.

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4. (Amended) The crate of claim 1, further comprising a lid member pivotably attached at least one of the first and second pair of opposed side walls, the lid member having a lid inner surface with a lid capture area formed therein corresponding to each container receiving area, the lid capture area sized to receive an upper portion of a respective container for providing alignment to the container.

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12. (Amended) A crate adapted to store therein a container having a central container portion having label disposed thereon and a lower portion disposed below the label, the crate comprising:

a unitary floor member having an upper surface with a plurality of container support portions disposed thereon;

a first pair of opposed upstanding side walls and a second pair of opposed upstanding side walls integrally attached to a periphery of the floor member forming a unitary construction therewith and defining a compartment area with the floor member; and

at least one container standoff member disposed within the compartment area and integrally attached to the floor member forming a unitary construction therewith, the at least one container standoff member associated with a corresponding container support portion for defining at least one container receiving area, the at least one container standoff member

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having a height relatively shorter than the first and second pairs of opposed upstanding side walls, the standoff member adapted to engage the lower portion of the container and oriented such that it does not contact the label of the container.

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17. (Amended) The crate of claim 12, wherein the plurality of standoff portions have a mating surface corresponding to the surface of the container.

18. (Amended) The crate of claim 13, wherein the standoff portions have a height relatively shorter than the corresponding divider members.

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19. (Amended) The crate of claim 13, wherein the divider members have a height relatively shorter than the first and second pairs of opposed upstanding side walls.

20. (Amended) A crate for retaining containers having an upper container portion, the crate comprising:

a unitary floor having a periphery and an upper surface with a plurality of container support areas;

a first and second pair of opposed sidewalls extending upwardly from the floor periphery forming a unitary construction therewith and defining a compartment area;

a lid member pivotably attached to at least one of the first and second pair of opposed side walls and movable between an open and closed position, the lid member having a lid inner surface having a lid capture area formed therein corresponding to each container support area, the lid capture area sized to receive therein the upper container portion of a respective one of the containers for providing alignment to the container; and

a plurality of low profile spacer members disposed within the compartment and disposed proximate the floor such that the container support areas and proximate spacer members define container receiving areas for contacting the containers and spacing the container from each other and the sidewalls.

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22. (Amended) The crate of claim 20, further comprising a plurality of divider members extending longitudinally and transversely in the compartment area to define

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the plurality of container retention areas, the divider members spaced apart from the spacer members to enclose at least one of the container receiving area.

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24. (Amended) The crate of claim 20, wherein the lid member has an outer surface with a projection member extending therefrom corresponding to the lid capture area, wherein when the lid member is in the closed position and a second crate is stacked thereupon, at least some of the projections on the outer surface of the lid member is received within a corresponding projection receiving area of the second crate for providing a more stable stacking configuration.
